



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 880-5000

May 29, 1987

Mark Butler
The Roper Organization
205 E. 42nd Street
New York, N.Y. 10017

Dear Mark,

As we discussed, I want you to run historical data on smoking incidence and consumption for varying groups of states. The specific groupings are attached.

The data should be run period-to-period on a one year moving average basis starting with our first full year of data.

The table format would be:

<u>High Change vs. Neighboring States</u>			<u>High vs. Low vs. No Chg.</u>		
<u>Group I</u>			<u>Group II</u>		
<u>Test</u>	<u>Control</u>	<u>Balance</u>	<u>Test</u>	<u>Control</u>	<u>Balance</u>

Year Ending:

81 -
.
.
.
82-1
.
.
.
87-3

We need these data ASAP. More definitions will follow shortly; however, please don't wait for those to run these tables.

Sincerely,

Karen Miller

KM/sl

cc: R. Cofield
C. Levy

B. Weinstein
J. Zoler